

THE BLUE MOON

KAC HOME

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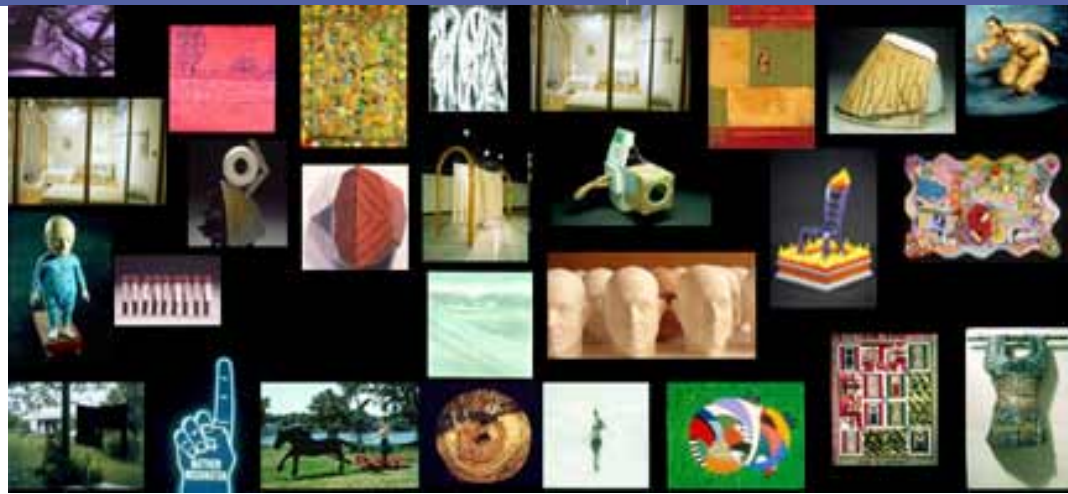
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Arts Council Promotes Fellowship Artists at Actors Theatre Visual and Media Arts Exhibition

2002 and 2004 Visual and Media Artists Al Smith Fellowship Exhibit

Al Smith Individual Artist Fellowship Exhibit

November 27, 2004 - January 29, 2005.

Actors Theatre of Louisville

316 West Main Street

Louisville, Kentucky

The Al Smith Fellowships awarded to practicing Kentucky artists who have achieved a high level of excellence and creativity in their work, is one way the state has of validating and supporting the importance of the work that artists do. 2004 marks the 20th anniversary of the Al Smith Fellowship program, named after the former Arts Council Chair (1977-1980) and KET's Comment on Kentucky host, Al Smith. Fellowships applications are accepted for visual and media arts in odd-numbered years and in writing, choreography, and musical composition in even years. In the first year of the program, seven fellowships were awarded at \$5,000 each. To date, 336 fellowships have been awarded to Kentucky artists.

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The continuation and growth of the Individual Artists Fellowship Program, when other state art agencies and even the National Endowment for the Arts have had to cut back on funding to individual artists, is just one way the Arts Council demonstrates the value of individual artists and support for their work. Lori Meadows, Arts Council Executive Staff Advisor said, "These awards are completely unrestricted. They enable artists to enhance their careers in a variety of ways." The Fellowship amount was increased to \$7500 in 2002. The Arts Council seeks a number of other venues to showcase the work of these talented artists including an on-line virtual gallery, a special booth at the Kentucky Crafted: The Market, and special exhibits. So it is that this holiday season, interested patrons and admirers of the work of Kentucky artists will be able to see the work of the 2002 and 2004 visual and media artist fellows at Actors Theatre.

An Al Smith Fellowship exhibit has been held at Actors Theatre before, in 2000. Roanne Victor, an Arts Council board member and longtime arts enthusiast, has been the gallery director at Actors Theatre for 30 years. She coordinated the last exhibition several years ago and remembers it as being a popular show. "I think this is an important thing to do," Victor said. "Kentucky artists are special people and so few people know."

Two other seasoned arts veterans will be working with Roanne in preparation for the show. Bette Benjamin, an active organizer of the Arts on Main juried art show in Shelbyville for eight years and its chair in 2003, will serve as the exhibit coordinator and Albertus Gorman will curate.

Albertus Gorman, an arts consultant in the Louisville area, has worked with both Benjamin and Victor on previous visual arts events. He has been active in the Louisville arts community for many years and served as the curator at the Louisville Visual Art Association from 1990 - 2000. He is currently working on a project with the American Printing House for the Blind and their Callahan Museum, researching potential venues for a traveling exhibition devoted to the education of the blind. He is also a practicing artist who creates figurative sculptures from found objects he collects at the Falls of the Ohio.

"It would be fair to say that a Fellowship recipients' exhibition is

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not a common event and that's unfortunate for a number of reasons," Al Gorman said. "The first is that those who are interested in Kentucky's art world miss out on seeing some of the best art being produced by our Commonwealth's artists. Most artists I know are interested in having their work seen and the Fellowship show provides another good opportunity for exposure with the attached prestige of having won this statewide award."

Artists applying for the Visual or Media Fellowship must submit slides of a recent body of work, or video samples and an out-of-state panel of art professionals makes the selections without knowing the names of the artists whose work they are viewing. "The awards are now \$7,500, which is a significant amount," Gorman noted, "and I'm sure that the grant makes a big difference in the lives of most artists. Among the things they can do with the money is travel, purchase equipment they really wanted or just buy time to make work and prepare for other exhibitions." With the First Friday Gallery Hops increasing in popularity in Louisville and two holiday plays, *A Christmas Carol* and *A Tuna Christmas*, taking place during the exhibition's run, Gorman predicts that there will be a very good audience for the show. In fact, the opening night of the exhibit coincides with Actors Theatre's 1000th performance of "A Christmas Carol" and a special evening is planned. Al Gorman also notes that since this award comes from public funds it seems only natural that the public should have a chance to see the work generated by this generous offering.

As Lori Meadows said, "This group of artists' creativity, commitment, and passion remind us that art enriches our lives and provides the very heart and soul of our culture. Their work stimulates and inspires us and invites us to see the world through their eyes. Their vision makes the world a more exhilarating, vital place for us all and for this we thank them."

2002 Fellowship recipients

Louis Zoellar Bickett II, Bruce Burris, Nancy Cassell, Ying Kit Chan, Kurt Gohde, Marjorie Guyon, Sharon Howerton Leightty, Ben Mansur, Gary Mesa-Gaido, Joseph Molinaro, Tom Pfannerstill, C.J. Pressma, Paul Sasso, David Stratton, Ari Luis Palos.

2004 Fellowship recipients

Tom Bartel, Valerie Fuchs, Judith Pointer Jia, Scott Massey, Gary Noland Jr., Suzanne Mitchell, Matthew Weddington, Yvonne Petkus, Letitia Quesenberry, Rebekka Seigel, Mary Tortorici, Travis Townsend, Ronald Schildknecht, Gail Williamson.

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FY 2005 Federal Arts Funding on Hold

On September 29, Congress passed a continuing resolution carrying current FY04 spending for all federal agencies through November 20, except for the Department of Defense, for which appropriations have already been enacted. The stopgap funding measure acknowledges that Congress would not finish its spending bills before the October 1 start of the new fiscal year, or even before adjourning on October 8.



A lame duck session in November is expected to finish up the outstanding appropriations measures yet to pass Congress, with some Hill staff saying the work could drag on into January or February.

Among the 12 spending bills covered by the stopgap funding measure and pending final congressional action are the FY05 Interior Appropriations Bill with funds for the National Endowment for the Arts (NEA), and the FY05 Labor-HHS-Education Appropriations Bill, which funds the Department of Education's arts education program.

On the arts endowment's appropriation, the Senate Appropriations Committee voted in September on its version of the Interior money bill leaving NEA funds at the 2004 level of \$121 million. In June, the House of Representatives had passed the Interior bill with an amendment approved by a vote of 241-

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185 adding \$10 million to the NEA budget in support of the American Masterpieces initiative. President Bush had asked Congress to increase the arts endowment's budget in 2005 by \$18 million to include support for American Masterpieces.

The National Assembly of State Arts Agencies continues to work at securing additional funding in the Senate Interior bill. The postponement of any action gives advocates additional time to impress upon their senators the importance of supporting the president's proposal to increase the NEA's budget, and at least to support the \$10 million in new money approved by the House.

On the Department of Education's arts education program funding, the Senate Appropriations Committee has voted a 15.5 percent increase from \$35.071 million in 2004 to \$40.5 million in 2005. Most of the new funding goes to support competitive grants for model programs to strengthen and integrate arts and cultural partnerships into the core curriculum with an allocation of \$14.1 million, with at least \$3.5 million tagged for new awards in fiscal year 2005.

The House has passed its FY05 Labor-HHS-Education Appropriations Bill with no funding for this program. The president's budget also zeroes out the funding. Following the same pattern each year, the Senate has prevailed in providing funds with some measure of increase for the arts education activities. Advocates are working to ensure that the Senate's position succeeds again.

Your Nonprofit Organization Needs To Be Represented

Many of you are aware of the [Creative Industries: Business and Employment in the Arts](#) released by Americans for the Arts (AFTA) in June that showed the arts to be a formidable industry, with 4.3 percent of U.S. businesses involved in the production or distribution of the arts. The study is based on data obtained from Dun & Bradstreet (D & B), the most comprehensive source for business information in the United States, and it is the first national study that encompasses both the nonprofit and for-profit arts industry. Their analysis, however, suggests that the nonprofit sector is



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underrepresented in the D & B database. Kentucky non-profit arts and cultural organizations are extremely underrepresented. Americans for the Arts and the Kentucky Arts Council join together to ask for your help. Make sure that your own organization is listed and properly coded AND that all nonprofit arts organizations and artists--have a D & B number. It's free and it's easy. Just go to the [AFTA Web site](#) and follow the instructions. These data demonstrate the broad reach of the arts and are an important advocacy tool for policy makers to understand the value of the arts.

Mark Your Calendars for the 7th Annual Cultural and Heritage Tourism Alliance Forum

Many Kentucky arts and cultural organizations are working towards cultural heritage tourism initiative goals. If you are among that number, you might want to consider joining your colleagues in Chicago, November 18-20, for one of the most intense networking and educational meetings in the field of cultural and heritage tourism. This is the nation's foremost conference on cultural and heritage tourism. Here you'll meet people from rural and urban areas--the professionals who promote their local cultural and heritage assets to attract visitors. This year there will be sessions addressing rural tourism, ecotourism, voluntourism, cultural sensitivity, and what to do with those research numbers once you've got them. For more information, contact [Melody Laviste](#), 312-742-4984, or visit the [Cultural & Heritage Tourism Alliance Web site](#).

Americans for the Arts Launches New Advocacy Initiative

The [Arts Action Fund](#) is a 501(c)(4) nonprofit membership organization created by [Americans for the Arts](#), the nation's leading 501(c)(3) tax-exempt nonprofit organization for advancing arts in America. Launched on October 4, 2004, it seeks to engage citizens in education and advocacy in support of the arts and arts education. The Art Action Fund's goal is to enlist and mobilize 100,000 citizen activists who will help ensure that arts-friendly public policies are adopted at the federal, state, and



local levels, and public and private resources are maximized.

Americans for the Arts is headquartered in Washington, D.C. and New York, and includes more than 5,000 organizational and individual members and stakeholders across the country. With more than 40 years of service, Americans for the Arts is dedicated to representing and serving local communities and creating opportunities for every American to participate in and appreciate all forms of the arts.

Americans for the Arts and its new Arts Action Fund are governed by a Board of Directors and are supported by a distinguished committee of artists representing diverse disciplines.

For more information, please contact:

The Arts Action Fund

1000 Vermont Avenue, NW, 6th Floor
Washington, DC 20005

T 202.371.2830

F 202.371.0424

[http://www.artsactionfund.org/
artsactionfund@artsusa.org](http://www.artsactionfund.org/artsactionfund@artsusa.org)

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Challenge Grant Program Revisions

Applicants for the upcoming funding cycle (FY2006) of the Kentucky Arts Council's Challenge Grant Program can expect some changes from previous years in the application process and performance expectations when making their application in 2005. Please read the Guidelines and Instructions http://artscouncil.ky.gov/guide/prog2/cg_gdl.html carefully before submitting application.

Application and Panel Meeting

The Performance Expectations, with the indicated percentages of significance, are now:

- Value/Role of the Arts (50%)
- Delivery (25%)
- Responsiveness to Community (25%)

The Challenge Grant panel meeting will be open to the public and applicants will be invited to audit the panel's discussions and have the opportunity to respond to direct panel questions. The panel will score the applications on the Performance Expectations (see above). The funding formula for Challenge Grants will consist of applicants' scores on the Performance Expectations multiplied by eligible income and a reduction factor to fund all applicants with the available funds for the program.

Applicants should be sure to include information on each bulleted item in the Application Narrative. Applicants' rankings will be compiled from the scores for all bulleted items, and items not addressed will adversely affect applicants' rankings. Applicants should note that the Introduction (Description of Your Organization and Community sections) will not be scored, and, if necessary, may be more briefly written than the Performance

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Expectations to meet the maximum eight-page limit on the Narrative.

It is important for applicant representatives attending the panel meeting to be able to answer questions about applicants' audits and/or financial statements. If applicant contact persons are not equipped to answer such questions themselves, they should plan on bringing and/or sending the appropriately equipped personnel. To assist the Arts Council in updating its files, all applicants must provide the IRS Determination Letter for their organizations.

Eligible Income Statement and Audit

The Eligible Income Statement included with applications must list total amount and a breakdown by eligible income category that can be easily tracked in applicants' audit or financial statement. If eligible income amounts are not easily tracked to applicants' audits or financial statements, the applicants' auditing firm must provide notes to the financial statement with detailed explanations about eligible income amounts. Applicants are encouraged to provide their auditors with the eligible income instructions prior to contracting for audits.

Only the eligible income amounts that can be identified by the independent auditor contracted by the Arts Council will be used in calculating grant amounts. Applicants will not be contacted for additional, informal clarification or adjustment of eligible income amounts.

Additional Notes

Applications from organizations that have failed to submit more than one final report to the Arts Council will not be considered for funding. All outstanding final reports must be submitted to the Arts Council before applications are mailed to the panel.

Challenge Grant Intent to Apply forms are required. The deadline for Intent to Apply forms is January 1, 2005. As indicated above, the Challenge Grant Application deadline is February 1, 2005. Challenge Grant Program [Guidelines](#), [Instructions](#), and [Intent to Apply](#) and [Application forms](#) are available on the Arts Council's web site at

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<http://artscouncil.ky.gov> or by mail on request.

For more information, please contact [Daniel Strauss](#), Arts Program Branch Manager, at 888/833-2787, ext. 4804.

Community Arts Development Seminars

The Kentucky Arts Council will be holding Community Arts Development Seminars throughout November and early December. New applicants and current participants that have sent an Intent to Apply form for Community Arts Development Program grants are required to attend one of the planned seminars. The seminars are free and open to the public and anyone thinking about forming an arts group in their community is encouraged to attend. Information provided will include:

- An overview of the Community Arts Development Program
- Information about the submission of the grant application
- A discussion about requirements and benchmarks for the program

A review of the annual program timeline

Friday, November 5-----Hyden
Friday, November 19-----Glasgow
Saturday, November 20---Murray
Friday, December 10-----Frankfort

All seminars will be held from 10:00 am - 3:00 pm in the local time zone.

The Community Arts Development Program offers operational funding support and provides technical assistance to new and emerging local arts organizations for integrating arts into the community. The program offers a three-year sequence of grants (\$500, \$1000 and \$2000 respectively) along with technical assistance to increase organizational development and stability.

Pre-registration is required. For more information or to register, please contact [Melissa Nesselrode](#), at 888-833-2787, ext. 0.

Performing Arts on Tour Grants Available

Non-profit venues that are available to present the performing arts to the public such as libraries, community centers, Main Street programs, parks, schools, museums and performing arts facilities will have the opportunity to bring quality performing arts to their community next year through the Performing Arts on Tour Program. Through this program, successful applicants can choose from a roster of 80 performing artists, ensembles or groups in the Kentucky Arts Council's 2004-2005 Performing Arts Directory or the similarly adjudicated programs of the state arts agencies of Alabama, Florida, Georgia, Louisiana, Mississippi, North Carolina, South Carolina or Tennessee.

Kentucky's Performing Arts Directory includes selected musicians of every stripe, from Americana to bluegrass, chamber music and opera, orchestras and chorales, Celtic, country and rock. Add ballet, contemporary dance, children's theatre, classical theatre, storytellers and puppeteers to the mix and you have a full complement of artistic disciplines available for almost any performance venue, with the quality assurance of having been reviewed and selected by a panel of performing arts professionals based on artistic excellence, performance experience and marketing capacity.

Applicants may request up to 50% of the contracted artist fees up to \$7,500 for a single booking or \$5,000 for multiple bookings. All applicants must submit an [Intent to Apply](#) form by November 15, 2004 and [Application](#) by December 15, 2004. [Guidelines and Instructions](#) for the Performing Arts on Tour Program can be found on the Kentucky Arts Council's Web site at www.artsCouncil.ky.gov. For more information about this program, contact [Lori Meadows](#) at 1-888-833-2787 ext. 4812.

Building Partnerships That Work

The Kentucky Arts Council is partnering with one of its best partners, Arts Kentucky to conduct a panel discussion and seminar on Building Partnerships that Work at 1:00 p.m., Tuesday, November 30, 2004. Representatives from non-profit organizations, businesses, educators and individuals are encouraged to attend this afternoon session to explore techniques and best practices for developing and maintaining successful partnering relationships.

The seminar will be held at the Danville Community Center at Fourth and Main in downtown Danville. Registration is required and fees are \$10 per person, \$5 for Arts Kentucky members. For more information or to register call toll-free at 888-833-2787 ext. 0.

New Commerce Cabinet Communications Initiatives Improve Arts Council's Visibility

News cycles are fast and electronic distribution is efficient. Understanding these modern axioms of communication has brought the Kentucky Arts Council along with all agencies in the Commerce Cabinet to two new communications products to better serve Kentuckians.

You may have noticed a new electronic newsletter, Arts E-News in your inbox every other week. Through this brief yet timely communications piece we hope to reach our constituents to highlight the daily activities of the Arts Council, publicize upcoming workshops and grant application deadlines, and provide a Web-based calendar of arts and cultural events feature called [Around Kentucky](#). Initial response to Arts E-News has been very positive. Artists and arts organizations alike are very enthusiastic about the opportunity to market to a distribution of 6,000 arts constituents and best of all the service is free.

The second is targeted toward the media. Every Monday and Thursday, the Commerce Cabinet will compile releases from every agency in the Cabinet and deliver them electronically to newsrooms across the state's media markets. News Digest will enable editors to sift through the mountains of releases they receive everyday to get to the top of the news from agencies in the Commerce Cabinet. Additionally, the Arts Council will be supplying the media with at least two chances a week to highlight the work of our agency. The focus of the releases is also a shift from dry reporting. We hope to highlight individuals, families and communities that have benefited from our programs and services in ways that readers can relate to and that newspapers, radio and television will be interested in covering.

If you are not currently receiving Arts E-News or press releases from the Arts Council, it is very easy to subscribe to those

services. We also offer Arts Ed Online and notice of when Blue Moon becomes available. Simply go online and fill out the [Target Mail Request Form](#). If you are receiving Blue Moon notices, you are currently in the database, but can still update information on the Target Mail Request form. This will ensure that you receive mailings or e-mail notices, targeted to your needs, about opportunities in the arts in Kentucky.

Heather Lyons Accepts Position as Executive Director of Living Arts and Science Center

The Kentucky Arts Council will certainly miss Heather Lyons as she moves on to become Executive Director of the Living Arts and Science Center in Lexington. Heather has been associated with the Kentucky Arts Council in a variety of capacities for the past thirteen years. She has served as the Individual Artist Program Director since 2001, coordinating grant and fellowship award programs for individual artists as well as the Arts Council's juried programs such as the Performing Arts Directory and Visual Arts at the Market. Additionally, Heather coordinated special events such as the Kentucky Visions art exhibit held at the Governor's Mansion each year and Kentucky On Stage, a showcase to connect Kentucky performing artists with performing arts presenters and a venue to provide professional development for performing artists.



Heather Lyons

Being an artist in her own right made her service to individual artists extremely valuable to the Arts Council. Also, as an award-winning filmmaker, she has served as funding panelist and consultant for local, regional and national organizations and agencies such as the Independent Television Service (ITVS), the Southern Humanities Media Fund, Kentucky Educational Television, the Mississippi Arts Commission and the Kentucky Foundation for Women. The good news for Kentucky is that Heather will still be hard at work improving the quality of life for individuals, families and communities through the arts.

Arts Council Programs previously administered by Heather

Lyons, such as Visual Arts at the Market, Performing Arts Directory and Individual Artist Professional Development will be under the leadership of Artists and Communities Program Director [Amber Luallen](#).

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CRAFT MARKETING NEWS

"Give a Gift from Kentucky" Holiday Sale

The Commerce Cabinet will host a "Holiday Sale" November 18th, 11 a.m. to 8 p.m. at the Frankfort Civic Center, featuring Kentucky products from the various gift shops operated by agencies of the Commerce Cabinet.

The Kentucky Arts Council and the Craft Marketing Program will participate with an informational resource table and special promotional giveaway tickets to Kentucky Crafted: The Market 2005. Additional agencies have been asked to offer informational displays and/or gift certificates and give-a-ways.

The Frankfort Civic Center will participate with a variety of other activities including carolers and a display of gingerbread houses.

State government employees will be the primary target audience and will be promoted via flyers and state e-mail distribution. The local community who attends the annual Downtown Frankfort Candlelight Tour will also be invited. It will be an opportunity to promote Kentucky products and state operated gift shops as part of a "Give a Gift from Kentucky" campaign and solidify the efforts of the Commerce Cabinet Gift Shop Committee to cross-market the products and agencies of the Cabinet.

State Park Gift Shops, Salato Center Gift Shop, Kentucky History Center 1792 Store, Horse Park Gift Shop, Artisan Center at Berea and the Capitol Gift Shop are all scheduled to participate in this very special season opener in Frankfort.

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Kentucky Crafted: The Market 2005 Dates:

March 3-4, 2005 Open to the Trade Only
March 5-6, 2005 Open to the Public

Kentucky Crafted: The Market 2005 Orientation



Attendees gather resource information during orientation

The Craft Marketing Program (CMP) held its annual required orientation session for first time exhibitors of the 2005 Kentucky Crafted: The Market. The orientation was held in Louisville and attended by 40 CMP juried participants, 15 Visual Arts at the Market 2-D artists, ten food producers, and one out-of-state representative from Montana.

Marilyn Besich, an entrepreneurship faculty member at Montana State University (MSU), attended this year to collect information to share with Montana



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artisans participating in an entrepreneurial program being developed by the Great Falls MSU College of Technology. An element of this new program includes sending six artisans to exhibit at the 2005 Kentucky Crafted: The Market in an effort to assist Montana develop their own craft marketing program, which is being modeled after the Kentucky Arts Council's Craft Marketing Program.

Kathy Werking takes questions about the wholesale side of business.

Presentations from CMP/Kentucky Arts Council staff included information on the program services, trends, a virtual tour of The Market, and a walkthrough of the exhibition hall, the South Wing A of the Kentucky Fair and Exposition Center in Louisville.

Presenter, Kathy Werking, a retailer and juried member of the Kentucky Craft Marketing Program, covered wholesale vs. retail issues and other key components of the wholesale business. Kathy also acted as moderator and presenter for "The Real Side of Wholesaling," a discussion that included five panelists: Victoria Faoro, Kentucky Artisan Center at Berea; Vallorie Henderson, Craft Marketing Program Special Projects Coordinator; Dinah Smiley, Visual Artist at the Market Program (VAAM) exhibitor; Bart Anderson, Kentucky Proud Food Producer; and Charla Reed, Craft Marketing Program Education and Outreach Director. Roundtable discussions were held during dinner to give newly juried participants a chance to ask questions and network with other artists in their areas of interest. A second luncheon meeting was also held for the Visual Arts at the Market participants.



Bruce Baker gives tips on booth design

Bruce Baker, a nationally renowned workshop presenter, jewelry artist, and owner of Great Falls Collection, a retail shop in Middlebury, Vermont presented, "How to Successfully Exhibit at the Market". He covered booth design/ construction, lighting, visual merchandising, trends, marketing, sales, and customer

relations.

"Over the years, we have found that this focused training geared specifically to beginning market exhibitors has not only had a profound impact on their Market participation, but on their businesses as a whole," says Fran Redmon, Craft Marketing Program Director.

Lysbeth Wallace Receives Rude Osolnik Award



From left: Fran Redmon, Director of CMP; Lysbeth Wallace; and Mary Miller, Director of KMAC at the Rude Osolnik Award dinner.

On Thursday, August 5, weaver Lysbeth Wallace received the annual Rude Osolnik Award at a ceremony held at the Kentucky Museum of Art and Craft (KMAC) formerly the Kentucky Museum of Art + Design. The award, given every year by KMAC and the Kentucky Craft Marketing Program, honors a Kentucky craftsman for their contributions to craft in the state, including exemplary



workmanship, lifelong commitment to craft development, preservation of craft traditions via teaching and sharing, and recognition and reputation for craft work. Lysbeth Wallace, who retired as professor emeritus from Western Kentucky University in 1985, has accomplished all that and more in her own quiet way.

Lysbeth Wallace holds her Rude Osolnik award, hand crafted by glass artist Fred Di Frenzi.

A Hopkinsville native, Lysbeth's family moved a lot when she was young. Her family engaged in many home crafts and her school and art teachers recognized her talents and supported her pursuits. A graduate of the University of Kentucky (1943), the Kansas City Art Institute (1945), and Cranbrook Academy of Art (1951), Lysbeth Wallace was originally a home economics major but changed to art. She was accomplished in ceramics, design, and sculpture before trying her hand at weaving. "I didn't feel I was as good at throwing and firing as I was weaving. Weaving seemed to have so many possibilities and was intellectually as well as physically challenging," she said.

After her graduation from Cranbrook Academy of Art in 1951 with a degree in fine art, Lysbeth worked for two years for the United Nations Technical Assistance Program in the Philippines, helping to re-vitalise a hand weaving industry devastated by war. Upon her return she worked in New York City for over a year as a freelance textile designer, but soon returned to teaching as her first love. She developed the weaving program at WKU while continuing her own artwork, which she has shown regionally and nationally, garnering many awards and purchase prizes. A charter member of the Kentucky Guild of Artists and Craftsmen, she was instrumental in its formation and is a life member.

Although no longer able to weave, Lyseth Wallace has shared her talents in her home town by designing public art murals and writing about it in *Founderis Square Murals: Hopkinsville Memories from 1800-1950: The Story of the Making of the Murals*.

"Ms. Wallace was a wonderful teacher," says former student Jacqui Lubers. "Weaving is not a hard concept to grasp- over, under, over, under- but the plethora of specific techniques can be overwhelming. Ms. Wallace had the ability to make it all very

easy to understand."

Numerous family and friends joined conference participants to see Lysbeth receive her award at the festive event. Guest speakers included Fran Redmon, who presented an audio-visual overview of Lysbeth's life and work, and Derrick Ramsey, Deputy Secretary of the Commerce Cabinet. Lysbeth has made substantial contributions to the promotion of fiber arts, education and craft programming in the state and beyond and the Rude Osolnik Award assures that those contributions are recognized and will be remembered. Lysbeth joins the illustrious company of the previous award winners: Alma Lesch, Emily Wolfson, Arturo Alonzo Sandoval, Homer Ledford, Joseph Molinaro, Stephen Rolfe Powell, Byron Temple and Tim Glotzbach.

CMP Craftworks Weekend Inspires Creativity



Robbie Moriarty, aka Dorothy, shows off her OZ Art Car

Every year the Kentucky Craft Market Program (KCM) and Kentucky Museum of Art and Craft (KMAC, formerly the Kentucky Museum of Art + Design) hosts a weekend workshop for members of KCM, KMAC and others who are interested in craft. The theme of the weekend alternates years, one year a business focus and the next, a hands-on craft workshop. This year, Craftworks . . . Inspiring Creativity, brought together dozens of interested participants, both well-established craftspeople who

wanted to try a new medium and interested parties who were new to the state and just wanted to see what it was all about, for a fun-filled, exploratory weekend. It couldn't have been more enjoyable!

Held at KMAC, the variety of classes to choose from was remarkable.

Workshops included making clay tiles, taught by Juliet Ehrlich; woodturning, taught by Andrew Brown; pop-up paper books, taught by Jane McTeigue; polymer clay, taught by Tamila Darling; making glass beads, taught by Bonnie Blincoe; basketry, taught by Dennis Shaffner; printmaking, taught by Brian Jones; stone carving, taught by Albert Nelson; and glassblowing, taught by Susie Slabaugh and Brook Forrest White at Flame Run Glassblowing Studios. If folks weren't knee-deep in wood shavings or elbow-deep in clay, they were chipping away at limestone or roasting in front of a glass furnace. With two days and so many classes to choose from (and peek in on) time did not go to waste.

Out-of-class time was just as educational and entertaining. Thursday night prior to the workshop, weaver and educator Lysbeth Wallace received the Rude Osolnik award at a special ceremony in her honor at KMAC. The weekend of August 6 & 7 was Kentucky Art Car Weekend with art cars from around the country showing off in a parade and provoking many "awesomes" and "wows." Art car artist Greg Phelps of Columbus, Ohio, gave a luncheon talk on the development of his Art Car. The monthly Louisville Gallery Hop took place that Friday evening, with hundreds of art-lovers moseying up and down the avenues seeking out new artwork. And on Saturday at lunch, Mary Carothers, Art Car artist and University of Louisville Fine



Bonnie Blincoe gives one workshop attendee pointers on making glass beads



Juliet Ehrlich offers a few tips for crafting clay tiles.

Art professor, gave an engaging presentation about one of her works-in-progress.

All in all, Louisville's KMAC was a festive and stimulating place that weekend. You've got to hand it to CMP and KMAC for their inspirational and creative hands-on happening.

Kentucky Crafted: The Market Named in Top 25 Art Fairs and Festivals in U.S.

Based on reader nominations from a national on-line survey, AmericanStyle Magazine has selected Kentucky Crafted: The Market as one of the Top 25 Art Fairs and Festivals in the country. Ballots appeared in the June 2004 issue and results were published in the October issue, which hit newsstands August 24. Results are also available online at www.americanstyle.com. "The Market came in #15, and is included among some very prestigious company," said Fran Redmon, director of the Kentucky Craft Marketing Program (KCMP).

"AmericanStyle's first-ever Top 25 Art Fairs and Festivals list includes events from the offbeat to the swanky, in big cities and small towns, with fine art and funky collectibles. But all pride themselves on the high quality of their artists--and all, evidently, have won attendees' favor," said Karol V. Menzie, AmericanStyle contributing writer.

Now in its 24th year and produced by the KCMP, this annual wholesale/retail Kentucky handcrafted gift market is the nation's first, and remains one of very few state-sponsored events of this type. The Market is a collaborative effort among several state agencies and cabinets that promote Kentucky's rich cultural heritage while supporting the state's economy and generates two to three million dollars in direct sales annually.

The doors will open to the general public on March 5 - 6, 2005 at the Kentucky Fair and Exposition Center, South Wing A, Louisville, Kentucky.

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ARTS IN EDUCATION

Artists Wanted for Education Roster

The Kentucky Arts Council is looking for a few (very) good artists. Professional artists from all disciplines are encouraged to apply for the Arts Education Roster of Artists. The roster is a resource for teachers and administrators to choose qualified artists to perform residencies in Kentucky schools. Musicians, dancers, actors, writers, visual artists, storytellers, folklorists, media artists, and folk artists are all eligible to apply, if they can be available for one to four week residencies. Artist fees are set at \$800.00 per 5 day week in Arts Council supported residency programs.

Arts Education Program Director John S. Benjamin recently conducted a grant-writing workshop for teachers at Murray State University in partnership with the University and the Marshall County Commission for the Arts. Several of the teachers in attendance mentioned that they had difficulty locating artists to apply with them for Arts Council residencies due to the lack of rostered artists from Western Kentucky. Benjamin asked for their help in identifying local artists and encouraging them to apply to be on the KAC Arts Education Roster. The application and information may be found at http://artscouncil.ky.gov/guide/prog6/air_gdl.html. The current roster may be found at <http://weba.ky.gov/kacartists/>.

Although the need for artists is greatest in the western Kentucky region, the KAC welcomes applicants from the rest of the state as well as those from other states who are logistically able to do residency work in Kentucky.

The postmark deadline for artist applications is January 15 every year. Artists may remain on the roster for up to three years by updating the application information annually on the 15th. After

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the third year, they must take a mandatory year off the roster. For more information contact [John Benjamin](#) at 1-888-833-2787, ext. 4813.

SCAPP - It's Back, but New and Improved

The eagerly anticipated rebirth of the School-Community-Arts-Parent Partnership (SCAPP) program has finally come. Principal among the "new" parts is the addition of "Parent" to the title and to the list of required partners. Applicants will probably consider that the increased funding and the opportunity to apply for three years of Arts Council support should go in the "improved" column. And, it's still true that technical assistance in planning and program development offered at the mandatory workshops in July often prove to be more valuable than the grant money.

Offered for the first time in 1998, SCAPP (then known as School-Community-Arts Partnership Program) encouraged schools to identify an arts organization and a business or community organization to partner with them to facilitate ongoing arts programming for the school. It was hoped that each partner would realize some benefit from the program, but in most cases the school seemed to be the only real beneficiary.

In its resurrected form SCAPP will emphasize the importance of all of the partners receiving real benefits for their participation. The application must still come from schools and the focus will remain on arts experiences for their students but the initial planning will explore ways that all of the partners share in the fruits of the program.

"How on earth can we do that?." Here's a possible scenario suggested by Kentucky Peer Advisory Network consultant Judy Sizemore:

The Partners: A Middle School, the local artist guild, youth service center, PTO, county extension agency and a local department store.

The Plan: The school and local artist guild bring in an arts education consultant to help them develop lesson plans that enable local artists to collaborate with teachers to share their art form with students and address core content.

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E-mail: kyarts@ky.gov

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The Benefits: The school benefits from having a locally available cadre of artists who understand how to present classroom activities that support core content. The artists benefit by learning to use their art in a new way - to teach - and by being paid for their work. Artists also provide evening workshops for parents at the school, sponsored by the youth service center. The youth service center benefits from increased parental involvement. The parents benefit from the creative experience. Families benefit as parents learn the same art as their children are learning in class, so they have shared experiences. Some evening events are for parents and children together. Parents become aware of the artist guild and some become members (active or supporting). The department store donates materials that are used in the classroom and for the evening projects and receives favorable publicity. The school's Parent Teacher Organization sponsors a community festival showcasing the work of local artists and students in the parking lot of the department store. Parents are invited to share their art or crafts at the festival, further enhancing their self-esteem. Lots of people buy art materials from the department store.

And everyone lives happily ever after... You get the idea.

The SCAPP Intent to apply form is due January 15, 2005 and the application postmark deadline in February 15th.

To get the full story go to www.artscouncil.ky.gov, click on Arts Education and scroll down to SCAPP or contact [John Benjamin](#) at 1-888-833-2787, ext. 4813.

Don't Forget about Teacher Initiated Program (TIP) Residencies

Teachers who want to bring a professional artist into their school for a one- to four-week Teacher Initiated Program (TIP) residency during the August to December 2005 time period, beware! Mark your calendars now so that the distractions of the busy November and December holiday season don't intervene to make you miss the January 2nd, 2005 Intent to Apply deadline for the TIP grant. There is really no better time than the present to start planning.

"Too early", you say? Remember, you need to find your artist (we can help you do this), discuss what you'd like to do together, then design the residency. You can do the detail work on your application after you send your Intent and before the application deadline on February 15th. Program Director John Benjamin will even review a draft version of your grant narrative if you get it to him (via email, fax or regular mail) before February 1st. His review won't guarantee funding but it will give you the benefit of his 15 years administering the KAC arts education programs and listening to all of those panel reviews.

Why not start planning now? That way you can send off your Intent to Apply form in plenty of time to make that January 2nd deadline, even with the holiday mail crunch. You'll be glad you did. Questions? Call John Benjamin toll free at (888) 833-2787, extension 4813 or email john.benjamin@ky.gov.

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Technology and Traditional Art: a Latino Dance Videoconference

As a result of an Institute of Museum and Library Services (IMLS) Learning Opportunities Grant to the Kentucky Historical Society, the Kentucky Folklife Program is developing an educational videoconference program titled Kentucky Folklife: Latino Dance. The first two programs are scheduled to occur this November and December. This technology will allow Kentucky students with access to the Kentucky TeleLinking Network (KTLN) to interact with Latino dancer Hector Falu-Mendoza.

Hector lives in Louisville, Kentucky, and teaches dance styles that he learned growing up in Puerto Rico. His community recognizes his excellence at performing salsa, merengue, cha-cha, and many other types of dance. Hector's art exemplifies the fact that individuals who move to Kentucky from other countries bring with them generations of traditional knowledge, aesthetics, and practices that remain central to an ethnic identity while taking on a new life here. Goals of this videoconference program include exploring the exuberance of a Latino tradition in the commonwealth, allowing students to ask questions about individual and cultural significance of the dances, and even teaching a few moves.



*Hector Falu-Mendoza
leads dance
demonstration at Kentucky
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Kentucky Folklife: Latino Dance is just one of seven programs made possible by this grant. A core team of KHS staff has undergone months of training, teacher assessment, and planning to host a variety of videoconference programs, including:

- Adena Economics
- Prehistoric Kentucky
- Lewis and Clark and the Land
- Fugitive Slaves and the Underground Railroad in Kentucky
- Coal Culture in Depression-Era Kentucky and
- Civil Rights and the Cold War in Kentucky.

Many of these historical topics will also include arts-related elements such as theater and music. Teachers who would like more information on these programs may contact Vicky Middleswarth at vicky.middleswarth@ky.gov. KTLN facility locations are listed at <http://www.ket.org/KTLN/>.

Community Scholars Update

Another round of Kentucky Community Scholars training has begun, this time in Cynthiana. Contact [Bob Gates](#) at 1-888-833-2787 ext. 4481 if you would like more information on this growing network of trained fieldworkers and presenters.

Folklife Traveling Exhibits in South Central Kentucky

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Recently, three of the Kentucky Folklife Program's traveling exhibits have made appearances at events along the Highway 31W corridor. The Bell's Tavern Heritage Festival, which took place in September in Park City, displayed two folklife exhibits: Folklife along Highway 31W and Cave Culture: The Folklife of Mammoth Cave. Also in September, Munfordville's Civil War Days shared the South Central Kentucky White Oak Basketmaking exhibit with their visitors. All three exhibits then appeared at the Horse Cave Heritage Festival.

These transportable displays successfully share folklife research with a variety of involved audiences. They are especially effective when aligned with folklife demonstrations and presentations. Other exhibits in our collection include Family Folklore, Always a River, and Covington Neighborhoods. Exhibits are available for display at any program, event, or festival that relates to Kentucky folklife. If you would like more information on borrowing a traveling exhibit, please contact [Mark Brown](#) at 1-888-833-2787 x 4491.

New Folk Studies and Anthropology Department at Western

The Folk Studies Program at Western Kentucky University

(WKU) has been a valued partner with the Kentucky Folklife Program for years. This year, we congratulate them on establishing themselves as a department within WKU: the Department of Folk Studies and Anthropology. Approximately 30 years ago, Dr. Lynwood Montell began the Folk Studies Masters program at WKU. Since that time, it has proven itself among the top graduate programs for folklore in the nation.

Now under its current Department Head Dr. Michael Ann Williams, the Folk Studies Department enjoys an even more reputable position within the larger institution. "We're thrilled about the new opportunities this brings to our program in terms of our visibility in the state and in the nation," says Dr. Williams.

The University has provided a center for the Folk Studies Department in an historic log building on campus. This Folklife Center will host public lectures, workshops, concerts, and will be home to the Kentucky Folklife Association. For more information on WKU Folk Studies, visit www.wku.edu/folkstudies.

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Resources and Reports

Study Evaluates Cross-sector Partnering

A study of the unique opportunities and challenges that arts organizations encounter when partnering with non-arts organizations was released recently by the [Urban Institute](#). The research draws on the experiences of collaborating organizations supported by The [Wallace Foundation's](#) Community Partnerships for Cultural Participation Initiative and is supplemented by surveys and interviews of arts and non-arts organizations across the country.

Arts organizations can accomplish a number of goals by partnering with non-arts organizations. They often improve community awareness of their services at the same time they improve their community outreach and involvement. The most common form of assistance offered by the non-arts organizations in the study was coordination of audiences and arts participants for various arts activities. In addition, the non-arts organizations frequently helped connect arts agencies with venues, volunteers and funding.

Those assets that arts organizations gain in partnering with other sectors may be accompanied by some serious risks. When collaborating with non-arts organizations, the arts organizations in the study were sometimes frustrated by limited performance or exhibition capabilities, such as those due to space constraints, for example. Some arts organizations also felt their creative goals to be compromised by cross-sector partnerships.

Healthy partnerships were seen to address these challenges with energy and creativity. Effective communication, role clarification and the use of accountability strategies were all recommended methods of diagnosing and dealing with the potential risks of partnership.

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State arts agencies often partner with non-arts organizations such as community development groups and educational institutions, reaping the benefits of shared staff and financial resources, extended capacities, access to new communities and increased exposure.

Source: [*Arts and Non-Arts Partnerships: Opportunities, Challenges, and Strategies*](#), Chris Walker, Urban Institute, July 2004.

One-stop Web Site for Federal Grants

www.grants.gov

is the online location for over 900 grant programs offered by the 26 federal grant-making agencies. It provides the public with a single location to search for grant information, and allows organizations to electronically apply for competitive federal grants. The U.S. Department of Health and Human Services is the managing partner for Grants.gov, which, in addition to offering a simplified grant application process and a unified interface for all agencies to announce their grant opportunities, also creates avenues for consolidation and best practices within each grant-making agency.

Americans Donated More than \$13 Billion to the Arts in 2003

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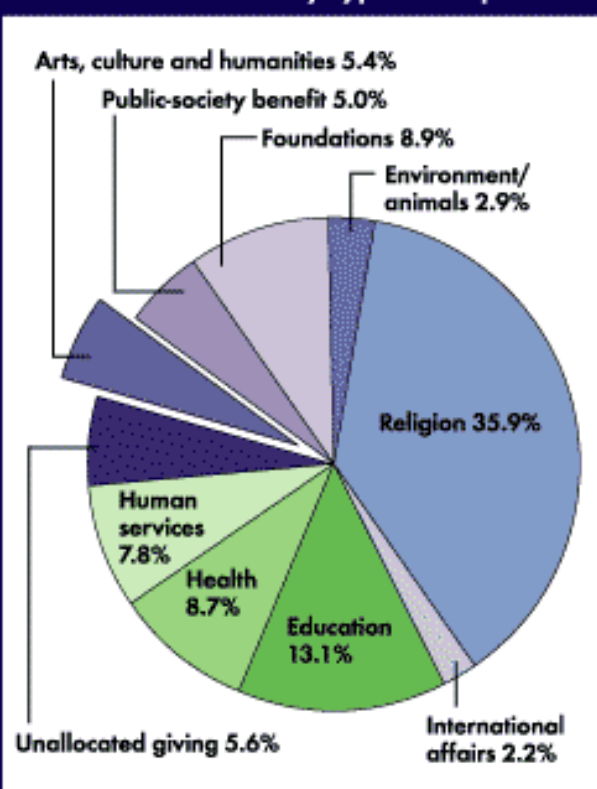
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According to the annual Giving USA report released in July by the Giving USA Foundation, \$240.7 billion in charitable donations were made by individuals, estates, foundations and corporations in 2003. Up 2.8% from last year's \$234.1 billion, this amount is the largest since 2000, when charitable giving comprised a record-setting 2.3% of the gross domestic product. The increase in giving experienced between 2002 and 2003 is less dramatic when adjusted for inflation, growing by just 0.5%. But charitable contributions in 2003 represented an estimated 2.2% of the gross domestic product.

Charitable Contributions in 2003: Percentage of \$240.72 Billion by Type of Recipient



Almost three quarters of all donations made in 2003 came from individuals. Foundations contributed another 10.9%, bequests constituted 9.0% and corporations donated the smallest portion, 5.6%. Giving from each source category held steady between 2002 and 2003 with the exception of bequests, which increased 10.3% over the year.

Arts, culture and humanities organizations are one of the smallest contribution recipient categories, receiving only 5.4% of the total charitable donations made in 2003, which amounts to just over \$13.1 billion. However, among all nine of the recipient categories, arts organizations experienced the third most pronounced growth. Between 2002 and 2003, the amount given to arts groups increased by 7.3%, or 4.9% when adjusted for inflation.

Sources: [American Association of Fundraising Counsels' Trust for Philanthropy press release](#), June 21, 2004. "Modest Signs of Rebound," The Chronicle of Philanthropy, June 24, 2004.

Online Arts Job Bank Offered by the Southern Arts Federation

[Arts Opportunities](#) is a free, online classifieds bank for artists, students and arts administrators seeking to further their careers in the arts. The site, a partnership of Southern Arts Federation and The Center for Arts Management and Technology at Carnegie Mellon University, offers a wide variety of opportunities in the arts, from full- and part-time positions to internships, academic positions, calls for artists, grant opportunities and more, in all arts disciplines. Searches may be customized using criteria specific to the type of opportunity.

Organizations are also eligible for inclusion in Arts Opportunities if the organization is in the arts and culture industry or the posted opportunity is arts or culture related. All postings pass through an approval process before appearing on the site.

Fundraising Guide for Boards

Boards That Love Fundraising: A How-To Guide for Your Board is a hands-on guide to inform directors of the many ways that they can, and should, facilitate and engage in the fundraising effort. Authors Robert Zimmerman and Ann Lehman, both experienced nonprofit administration consultants, begin with a summary of overall board responsibilities and continue with the board's role in specific fundraising activities. The book covers the basics of fundraising campaigns, board recruitment, devising a development plan and evaluating the success of the plan. Brainstorming, discussion, role playing and writing exercises can assist both new and experienced board members in becoming more comfortable with the process. Nonprofit directors and development executives may also find this a useful tool. It is available for \$28 on [Amazon.com](#).

Kentucky State Data Center's Fifth Data Users Conference

Mark November 9 on your calendar for the Kentucky State Data Center's Fifth Annual Census Data Users Conference. Details on the location and agenda will be released shortly. We are

looking forward to seeing past participants again and welcoming new people interested in accessing and understanding Census data and related information.

You can get more information on the KSDC Web site at <http://ksdc.louisville.edu/>.

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START Heads into the Home Stretch

The Kentucky Arts Council (KAC) is heading into the home stretch of the grant period for the State Arts Partnership for Cultural Participation (START) Initiative funded by the Wallace Foundation to increase participation in the arts. Initially a three-year project that began in 2001, the Kentucky START grant period was extended for another year and is now scheduled for completion at the end of FY 2005. The end of the grant award, however, doesn't mean that the undertaking initiated through this program will come to an end. In fact, in some ways the work has just begun.

With an initial focus on developing standards and best practices to assist organizations in increasing cultural participation, the START Initiative has had an impact on every area of the Kentucky Arts Council, enabling the agency to operate more effectively and efficiently. More focused programs, improved guidelines, applications and reporting mechanisms, and an expanded view of the arts and cultural participation are helping to ensure that the arts are accessible to all the people of the Commonwealth. Grantees and program participants will see results from these changes as the council uses the following focus areas to help guide our work:

- Increased participation
- Action at the local level
- Partnerships and Collaborations
- Communications

In addition to its internal work, the council has worked closely

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with a core group of performing arts centers and other grantees to study existing participation research and to test the framework for increasing cultural participation developed by the RAND Corporation. The knowledge gained by the Kentucky Arts Council as a result of this work will be compiled in a format that organizations can use to increase participation and deepen engagement within their own communities. With planning and an analysis of existing programs and audiences key factors in the process, groups will be able to follow guidelines to help them:

- Connect the organization's participation-building activities and goals to the core values and purpose of the organization.
- Identify clear target groups and have good information about them to develop participation-building tactics.
- Understand and utilize the internal and external resources that can be committed to building participation.
- Establish a process for continuous assessment and feedback.

The initial findings from the Kentucky START Initiative will be introduced in a Building Participation symposium scheduled for spring 2005. Kentucky cultural participation research and analysis, and recommendations will be presented along with successful Kentucky participation building projects. More details regarding the symposium will be available in the next issue of the Blue Moon.

The Kentucky START Initiative is funded by a grant from the Wallace Foundation. For more information about the national START initiative, visit www.arts4allpeople.org, a web community for those committed to building participation in the arts--successfully. For more information about the Kentucky START Initiative, contact Executive Staff Advisor [Lori Meadows](#) at 1-888-833-2787, ext. 4812.

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"The research tells us what parents and education policy makers have known all along but haven't been able to prioritize on a national level. The arts are critical, not only as a link to student productivity but also as a key to a competitive workforce."

-- Mike Huckabee, Governor of Arkansas
Chair, Education Commission of the States

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